

114. Integrated action plan 114 is a complete marketing and manufacturing plan comprised of three parameters. The first parameter is build plan 116. Build plan 116 is a manufacturing plan. Further, build plan 116 outlines the amount of product to be built given the specific demand, pricing, and parts availability as evaluated by optimization engine 100.

The second parameter of integrated action plan 114 is procurement plan 118. Procurement plan 118 is a part of integrated action plan 114 developed by optimization engine 100 to ensure that the correct amount of product specific parts are on-hand or on-order. Thus, build plan 116 will be able to manufacture the correct amount of the product due to procurement plan 118. Further, upon completion of the product run the surplus inventory will be at a minimum.

15 The third parameter of integrated action plan 114 is sales and pricing
plan 120. In one embodiment this is a marketing plan. Further, sales and
pricing plan 120 is a marketing plan produced by optimization engine 100,
which takes manufacturing capabilities into account when setting the price.
Optimization engine 100 has further evaluated procurement issues to
ensure that procurement plan 118 can supply enough parts to build plan 116
20 in order to ensure that build plan 116 can supply the correct amount of
product to support sales and pricing plan 120. Therefore, optimization
engine 100 specifically unites manufacturing and marketing in a common
environment, such that upon initiation of integrated action plan 114, both
25 manufacturing and marketing will have specified goals that are cooperative
instead of competitive for a specific single period production cycle. Thus,
the cooperative specified goals will result in a reduction of possible financial
loss at the end of the single period production cycle.

30 With reference now to Figure 2, another embodiment of the present integrated action plan 114 is shown. In this embodiment, integrated action plan 114 includes metrics 240. Metrics 240 is comprised of revenue, write-off, profit, and shadow prices. Specifically, metrics 240 are evaluating tools used to assess the results of the implemented integrated action plan 114.

35 The evaluations obtained by metrics 240 can be used to analyze actual results as compared to initial business objectives. This comparison can further be used to modify the defining business rules 230 in order to more precisely propagate the desired integrated action plan 114 results.